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Description of

1924
1924
The Golden
Champlain
Cantaloupe

By the Originators

H. J. Walrath & Sons

Glen-Erie Fruit and Melon Farm

CONNEAUT, OHIO

R. F. D. No. 1



Good Results in Poor Season

The season of 1923 was very unfavorable for melons and similar crops in most parts of the U. S. It was the worst with us for a good many years, and many growers reported that it was the worst they had ever had, it being too dry in most sections, although others reported that they had too much rain and cold weather. Practically all report that the season was very backward, and most varieties of melon either did not ripen at all, or in such small numbers as to be unprofitable. This was a great chance for the Golden Champlain to prove its value, as it is so early and vigorous that it matured a good crop anyway in most cases, in spite of adverse conditions. Where the season was normal, as it seems to have been in some sections, the reports are also very enthusiastic in regard to the earliness, flavor and yield of the Champlain.

Some Advantages of Earliness

The earliness of the Golden Champlain makes it the first choice in the North, or in any locality where there is a short growing season. Strange to say, this feature of earliness makes it a great favorite in the South also, both because it gets on the market ahead of the surplus and low price time, and because the melons which require three or four weeks longer to mature are that much more liable to be injured or ruined by blight or some similar trouble which is at its worst after the vines are fully grown. A grower in Florida who raises over a hundred acres of cantaloupe every year values the Champlain because it will ripen its entire crop while others are still green on the vines, and subject to attack by all the melon diseases. Even if the Champlain brought no more per acre on account of its earliness and other advantages, the loss of a crop of the other varieties on account of lateness or disease will wipe out the profits on several good years. Moreover, losing a crop of melons from frost or disease after the vines have reached full growth, and have had your whole season's investment of labor, fertilizer, etc., is the biggest loss you can have, much worse than losing it early in the season. The Golden Champlain is the best insurance against such hazards.

Another great advantage of the early melon is that the weather conditions are nearly always better for maturing high-quality melons in the early part of the season. In our locality—Northern Ohio—we can expect to pick ripe Champlain by August first in most years, and usually have good weather into early September, after which time it is apt to be marred by occasional cold periods with winds, chilly rains and cold nights. Those who raise the late kinds just get into their season in time for this. It is a remarkable fact that in a good season we have not only all this early market to ourselves, but have continued picking of good melons, from the same vines, as long as those who raised the late ones; we have sometimes picked over two months from the same field of melons. Of course, this means that the vines must be treated with care.

Success From Winnipeg To Florida

In confirmation of our claims for the Golden Champlain, we are able to show you letters from Maine to Florida, from North Dakota to Texas, from New Jersey to Idaho, also from British Columbia, Winnipeg and Ontario, Canada. These testimonials are entirely voluntary; we did not offer the slightest inducement to any one in order to get them. The reason that we do not give the complete addresses

is that most people do not wish to be annoyed by having their names placed on mailing lists by concerns that make a practice of getting names and addresses in any way they can. If you have any good reason for wanting the complete address of anyone listed here, write us and we will see that you are put in touch with the party.

We want you to read what these growers have to say about the Golden Champlain; we could publish a much longer list if we wished, but have selected a few to show that uniformly good results were obtained in widely separated parts of the country. We have also had several very good reports given to us verbally; we met a number of men at the convention of the Vegetable Growers of America, held at Buffalo, N. Y., last September, who had tried the Champlain. Among them were Mr. Peaper, of the firm of Peaper Bros., of Indiana, large melon growers, who praise the Champlain for its earliness and quality. Mr. H. of Buffalo, of a large firm of market growers, stated that they always planted a good acreage of the Champlain, as they were first on the market and of good quality, and that the seed bought from us seemed to raise firmer melons than that bought elsewhere. Judy Bros., of central Ohio, visited our place on their return from this meeting and reported they had harvested a paying crop of Champlain from our seed although the season was the worst they had ever had, but lost ten acres of Tip Top, which did not ripen before frost. The report of the Cornell, N. Y. State Experiment Station was that the Golden Champlain was so much earlier that there was no comparison, and that they were of good quality. The president of the V. G. A. had planted some on his farm in Massachusetts, and was delighted with their fine flavor, also with the fact that they ripened so early, and continued to yield melons of high quality for such a long period, in a locality where melon growing has come to be regarded as practically impossible with most varieties.

Mr. Armstrong, of Iowa, is one of the most extensive melon growers in that state, and is regarded as such an authority in this line that the State College professors consult him frequently on melon culture. Mr. Armstrong has two melon farms, and planted a considerable acreage of Golden Champlain on each; he reports that the Champlain lived up to our claims, and is so well pleased with them that he is going to plant more this year.

Mr. Ritterskamp, who raises melons, fruits and vegetables on a large scale in the northern tip of Michigan, where he has a big trade with high-class summer resort people, says he would not be without the Champlain, as it is very early and is of such good quality that it suits his very exacting customers.

No Surplus of Seed

Our stock of seed is not as large as we hoped to have, as the 1923 season was so unfavorable that our crop did not average up to normal. For some reason, there seemed to be a great difference in the crops of fields planted at different dates; we planted from May 15 until early July, but those planted May 15 and June 15 were the only ones to develop a normal crop. Those planted about June 1st, which we usually find our best planting season here, did not do as well, nor did those planted after June 15th, although in other seasons we have planted the Champlain as late as July 11, and ripened the entire crop. We planted a part of our acreage for seed only, but the prices and demand for the melons were so good, especially since other varieties were practically a complete failure hereabouts, that we were tempted to sell part of them. We had to refuse to let any more go in order to have any stock of seed.

Larger Profits

We want to show you that you can increase your income by raising something which is in as great demand as the cantaloupe. The demand for melons is greater every year; people in these days buy more freely of the things that please their taste than in former times. You must notice this tendency wherever you go, and you may as well benefit by this situation as to fight against it. People are spending many millions of dollars for cantaloupe which are shipped across the continent, and which are far inferior to good home-grown melons, ripened on the vine as they should be. The high freight rates which are such a handicap to the long-distance shipper are an assistance to the home grower, if he will take advantage of it. According to our experience, which is backed by that of our customers, there is less risk of your investment in seed and labor in Golden Champlain melons than in any other cash crop you can raise, and much greater profit possibilities. Even those who had never raised melons before succeeded splendidly with the Champlain, in a very poor season.

In the depressed market which has discouraged agriculture since the war, we have all had to drop some unprofitable crops and find some which pay better. When conditions change, methods must change. You know you could not run a farm by the methods of fifty years ago, and this applies to your choice of crops as well as to machinery.

H. J. WALRATH & SONS

Glen-Erie Fruit and Melon Farm

R. F. D. No. 1

CONNEAUT, OHIO

THE FOLLOWING ARE A FEW TESTIMONIALS ON FILE

The Golden Champlain is earlier than all the rest, and also better in growth. It is the cantaloupe; it has stood the dry weather wonderfully, and in regard to flavor—none to equal it.

N. J. KOHRER, (Pennsylvania, Lancaster Co.)

The Golden Champlain is two weeks earlier than the others we raised this year, which has been the poorest for melons we have had in ten or fifteen years. We are pleased with your melon, the quality is real good here.

H. W. STIERS, (Southern Ohio)

The Golden Champlain is the earliest I have found, and also makes a better growth than other varieties. This has been a very bad season here for melons. Those who planted the other kinds have not sold many melons, and frost came last night, so they will not sell many from now on. My Champlains are nearly gone. They are a melon of fine quality and early maturity.

FRANK W. GREENWELL, Jr. (Northern Ind.)

The Golden Champlain is the earliest and the best we have found in regard to strong plant growth. We are well pleased with the variety.

C. R. HODGE, (North Dakota)

It gives me great pleasure to advise you that your Champlain melon proved a good looker, a good eater, and a good yielder. It came in early, and stayed late.

Although an extremely unfavorable season, mainly because of long continued cool nights in the early part of the season, it stood out in the patch like a house afire. We have been trying out melons from various sections of Europe, as well as the U. S. since 1906, and your Champlain stands out as a "high-hooker" as Long Islanders put it, and we wish you well. Loyal, Hal B. Fullerton, Director of Agriculture, Long Island R. R. Experiment Station.

Golden Champlain is the only melon that ripened for me, and is, I believe, one month earlier than others, for no other got anywhere here, only as large as a walnut. I consider Golden Champlain the earliest, most productive and best quality melon in existence. It was also superior to all other varieties in vigor and growth in a very poor season. Very truly yours, F. R. Cole, (Northern Maine.)

The Golden Champlain melon is three weeks ahead of them all, and the best I have ever grown in regard to strength of growth. I had as high as 12 and 15 loaves to the hill and the vines stood up well. I picked a long time off of them. I had another variety called the Fordhook, but the Champlain was a better cropper and three weeks earlier, and the vines of the Fordhook were all dead and gone two weeks sooner than the Champlain. The people here thought they were fine; they are sweet as sugar, and are all that you say for them. They are the best I have ever known, and I would not plant any other; I intend to plant a much larger field next year.

Very truly yours, C. P. SMITH, (New Jersey)

We were very well pleased with the Champlain. They have them all beaten for earliness, and are strong growers. We were on the home market at least ten days before the rest. We sold from the pound of seed a little over three hundred dollars worth, and they were mostly sold at a very low price on account of the great abundance of melons raised here this year. We will want more seed next spring, so kindly send us a price list then. Yours truly,

SYMONDS BROS., (Iowa)

I think the Golden Champlain is one of the very best varieties for local market, and I can ship them successfully for four or five hundred miles or more. I raise about 60 acres of cantaloupe here. We are troubled with rust and blight and need something that makes quick. Send my seed at once, as we are about ready to plant. F. W. R., Ocala, Florida. Jan. 2, 1924)

Feeling confident that you knew what you were talking about when you said the Golden Champlain was two weeks earlier, I decided not to plant any other kind, for which I was very thankful later. I have tried for many years to grow melons enough for my own use, but had never succeeded before. This year I had in 1/2 acre (just 156 hills) of your Golden Champlain, and I not only had all I could eat, but marketed 1000 of the finest melons you ever saw. I gave a melon party, the first ever held in Grand Forks County, and every one proclaimed the melons the finest ever. My neighbors had other varieties planted, but did not get any melons.

Yours very truly,
C. I. WYMAN, (Northern North Dakota)

My Golden Champlain were three weeks ahead of all others, and all other varieties are raised around here. This was a very poor season, cold and dry and millions of beetles. Will send for more seed in the near future. Henry Brouillette, (Ontario, Canada)

Has been a very poor season; dry for six weeks, now too much rain. Golden Champlain at least a week earlier than Early Knight. Began selling August 3rd; get \$2.00 per basket, we sell in 1/2 bu. peach baskets. Flavor real good under fair conditions. Yours for a good season, Lawrence Kienzle, (New Jersey)

The Golden Champlain is the best melon I have ever raised in the fifteen years I have been in business. I generally raised the Emerald Gem, but the Golden Champlain is about three weeks earlier, and much better in vigor and growth than other varieties. Had a very dry season. Kindly save two pounds of your seed and make shipment about March 1st. Yours truly, Frank Cook & Son, (New York)

ANOTHER EXPERIMENT STATION REPORT:

"I would like another sample of your Golden Champlain melon seed to try here at Pennsylvania State College. Last season I was at the Experiment Station in Minnesota, and grew this melon successfully and liked it very much."

Very truly yours,

W. W. T., Prof. of Vegetable Gardening, Penn. State College

You know the men connected with the experiment stations are very conservative in their praise of anything they try, which is entirely proper, as it is not their place to boost anyone's private business. The above is very high praise from such authorities. The fact that the Cornell Experiment Station reported that they had over 100 varieties on trial last year, and that the Champlain was so far ahead in earliness that there was no comparison, and that the quality was very good, should prove the worth of this melon. The report of the Long Island Station that the Golden Champlain was the outstanding variety found in all their trials of melons since their start in 1906 to the present time, and which included not only all the American varieties, but all they could obtain from Europe as well, gives the Golden Champlain not only a national, but an international reputation.

America is now taking the lead in the science of plant breeding as well as in mechanical invention, and every one should be as eager to take the advantage offered by a superior plant type as he is to adopt time-saving machinery. No modern farmer mows his meadows by hand; the Golden Champlain is as far ahead of most varieties as a mowing machine is ahead of a scythe.

A FEW QUOTATIONS FROM LAST YEAR'S CUSTOMERS

"Took first prize at fair over 14 other varieties." (Wisconsin.)

"They came up to all your claims and more." (Connecticut)

They are the melon for me." (Pennsylvania)

"They are good lookers and good eaters, come early and stay late." (N. Y.)

"The only melon that will ripen in our short season." (Idaho)

"They get there quick, before blight and rust hurt the vines." (Florida)

"The Champlain is the only melon that ripened here this year." (Maine)

"I ripened 26 large loaves on one hill." (Vermont)

"You have proved to me what you said of the Golden Champlain was true. (Indiana)

"They are sure money makers." (Dakota)

"I would rather have one acre of Golden Champlain than five acres of any other variety I ever raised." (Ohio)

"Very early, flavor fine, and a great market melon." (Texas)

Over \$1,600.00 per Acre

We have had yields such as Mr. Wyman reports more than once in our own fields, on a much larger scale. Our melons average about eight to the twenty-pound basket, which we sell from \$1.50 to \$1.75 per basket, wholesale. This would be at the rate of about twenty cents a piece. Mr. Wyman surely ought to get that much, or more, in his locality, where there were no other home-grown melons. That would make a return at the rate of over \$1,600.00 per acre, besides what he used at home.

The prices we mention are a standard to which we have adhered for many years. This means wholesale, as we sell only to stores, hotels and restaurants, excepting sales made at home to our large automobile trade; we sell not less than a basket in any case. We are able to get this good price because our melons have the reputation of being the best that come into our markets, and the highest class dealers handle no others.

New Price List

As we find that the expense of selling seed in small lots is much greater than in larger quantities, we are encouraging growers to buy in larger lots by revising our list as follows:

One Pound.....	\$ 7.00
One-half Pound.....	4.00
One-fourth Pound.....	2.50
Packet (1 1/2 oz.)	1.00
Two Pounds.....	13.00
Five Pounds.....	30.00

Last year we sold out our entire stock long before planting season, and were compelled to turn down many orders. This year we began receiving orders, from growers who had tried them, as early as September, and orders have been coming in ever since. The indications are that the demand is greater than ever before, and we advise placing your order early to avoid disappointment. We find also that most of the best reports come from those who planted at least an acre, as the small trials are apt to be neglected when other crops are receiving first thought.

If you diversify, include a field of Champlain; if you specialize, there is no better prospect for you than the Champlain. Remember, we are offering you a thoroughly tried proposition. We have raised the Golden Champlain ourselves for eleven years without failure, and in the six years the seed has been on the market, it has been grown with corresponding success by a rapidly enlarging body of enthusiastic growers. Others have proved the worth of the Golden Champlain for you; if you plant only a small trial you lose a year's profit; the man who goes in for his full acreage this year is in line to make some real money. With the evidence we have presented, there is no reason for anyone to feel that he is taking a long chance in planting a good acreage of Golden Champlain.

H. J. WALRATH & SONS

Features which Make the GOLDEN CHAMPLAIN the Leader of All Cantaloupe.

EARLINESS

The extreme earliness of the Golden Champlain, which has made a record of ripening melons in 57 days from planting seed in the open field, puts it ahead of all others in this respect. This earliness is due to its rapid germination and growth, early blossoming and setting, and rapid development after setting. It is only a short time after the melons attain full size until they are ripe.

QUALITY

The Golden Champlain is the only early melon with the high quality of the best later ones. The flesh is of a very rich golden color, very thick, fine and of delicious flavor clear to the rind. It is covered on the outside with a heavy gray netting, over a dark green skin. The size averages from two to three pounds in weight, is nearly round, and slightly ribbed. It is firm and stands up well, does not split open while ripening, and is one of the handsomest melons on the market.

PRODUCTIVENESS

We have in times past raised about all the standard varieties of melons, but have never found one which could equal the Champlain, year after year, in yield. The vines are naturally very vigorous, and are able to ripen a full setting of fruit of prime quality. The yield of marketable melons is what really counts in your profit; the Champlain sets a heavy crop and ripens them quickly. Those set close to the center ripen first, then those farther out on the vine, giving a longer picking season than most kinds. We have had many experts in melon growing look over our fields of Champlain, and they have each expressed their astonishment at such a heavy crop.

There is no other melon which combines all the desirable points as does the Golden Champlain.

HISTORY OF THE CHAMPLAIN

In order to make it clear that the Golden Champlain is not in the experimental stage, we wish to state that we originated this melon eleven years ago, and specialized in it exclusively for several years before introducing it commercially. A representative of one of the best known and most reliable seed houses in the United States came to our place during the melon season, and, after investigating the new melon in every possible way, reported it so favorably that his firm bought the sales right for a period of two years. As this was six years ago, we have a perfect right to sell to anyone now. Our melon is listed by some dealers under the

name of Lake Champlain, but we have learned that there are some concerns putting out seed under the name of Champlain which are by no means the genuine; they have never bought from us and we do not know what is the origin of their seed. It has hurt the name of the genuine Champlain to have this substitution made.

PRICE

In this matter there are several things to consider as well as "how much per pound." The price of anything is set partly by the cost of production, partly by supply and demand. We are not getting as much for our seed as we could get for the melons which contained the seed. But we could not market our entire acreage of melons without increasing our equipment, so we set aside a part of it for seed purposes, knowing that there is a good demand for genuine originator's seed of the Golden Champlain. We find that many of the leading seed houses have some special variety of melon for which they charge from \$4.00 to \$7.00 per pound, although none of them offer any such advantages as the Champlain. On the other hand, we find some dealers offering seed of the standard varieties at less than half the price asked by the reliable houses. Their very cheapness invites suspicion, and no wise grower will risk planting inferior seed; it will save only a dollar or two per acre, and may lose a hundred times that much in the crop.

By our method of planting, one pound will plant an acre; those who transplant from hotbeds can make a pound cover more ground. There are very few cash crops which can be put in at so low a cost in seed or plants as this. Compare the cost of certified potato seed; all authorities maintain that the better yield will pay many times the difference over cheap seed. But the Champlain costs less per acre than potatoes, and will bring far greater returns. Tomato and cabbage plants cost much more per acre than Champlain melon seed, but neither can bring nearly as much per acre.

The rapid growth of the Champlain allows the grower to "lay by" the vines at least one hoeing and cultivating sooner than the late kinds. This saving is much more than the difference in seed cost. The extra return brought by the earliness and quality may be 100 times greater than the small extra cost of seed.

From the standpoint of results, the Champlain seed is the cheapest of any.

WARNING!

We have had our attention repeatedly called to the fact that some seed is being sold under the name of Champlain which is either badly mixed or a plain fake. This causes much disappointment to

growers who buy them, and hurts us indirectly. There are several reputable seed houses listing the Champlain at prices corresponding to ours, who have had the genuine stock from us. There are other concerns listing seed of Champlain which are of unknown origin. If you would prefer to buy from one of the old established seed houses than from us, write us and we will tell you which dealers should have good stock. Remember that cantaloupe seed can be kept pure and unmixed only by great care; fields of different varieties must be kept far apart to avoid mixing.

OUR BOOKLET ON MELON GROWING

Is given free to each of our customers with their order of seed. We have raised melons commercially for 17 years without a failure, and this tells you how we have done it. We don't claim to know all there is to this business, but are always glad to get new ideas or better methods, which is probably the way any good melon grower thinks. To a beginner in the business, our booklet will direct each step, and enable him to succeed if he will follow directions. The experienced grower may have methods of his own which he may prefer to ours, but he will be glad to see whether anyone else has any suggestions he can use. We do know that we have worked out some things in the saving of labor and fertilizer which are preferable to the systems some growers follow. Our system has received the hearty commendation of many practical growers as well as expert horticulturists at the experiment stations.

WE HAVE THE PROOF

That the Golden Champlain is by far the earliest melon in the world. No other has ever approached its record of 57 days. In addition to this, it is of the highest quality, hardy, and productive. Our claims are borne out by our customers in all parts of the continent; read their reports in our large folder.

MORE PROFIT IN IMPROVED VARIETIES

There is a steady improvement in all lines of the food plants, effected by developing new and desirable features from selection of the finest specimens each year for seed. The grower who makes the best profit is the one who is as quick to take advantage of an improvement in plant type as he is to use labor saving machinery. One trouble we have in presenting our claims for the Golden Champlain melon is that, as some say, it sounds too good to be true. But we are able to show you positively that what we say is true. Some growers are hurting themselves by clinging to some late variety of melon because they think it is so good, although they often lose part or all of their crop because of lateness. The Golden Champlain is as good as any melon grown, and the earliest of all.

Raise the Golden Champlain this year and make money.

H. J. WALRATH & SONS
R. F. D. No. 1 **Conneaut, Ohio**